

# Gold Country Region

Alpine, Amador, Calaveras, El Dorado, Inyo, Mono, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, and Yolo Counties



## REGIONAL LEAD AGENCIES

### California Nutrition Network

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### 5 a Day-Power Play! Campaign

Ramona Mosley  
Health Education Council  
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## CALIFORNIA RURAL INDIAN HEALTH BOARD, INC. (CRIHB)

*LIA - Indian Tribal Organization*

**Stacey Kennedy, M.S., R.D.**  
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**Local Share: \$478,831**

**State Share: \$239,415**

**First Funded: FFY 1998**

### Legislators

U.S. Sen. Dianne Feinstein  
U.S. Sen. Barbara Boxer  
U.S. Rep. Doug Ose  
CA Sen. Thomas Oller  
CA Assemblymember Dave Cox

### Target Audience

- Ages: PreKindergarten; Grades 9-12; Young Adults; Adults; Seniors
- Ethnicities: Native American (100%)
- Language: English

### Settings

Community Centers; Clinics; Farmers' Markets

### Partners

Schools; Local Health Departments

### Description

CRIHB and two subcontracting sites are working to promote the consumption of 5 or more fruits & vegetables a day among rural American Indian families. CRIHB is providing 150 families with a snack pack education kit that contains healthy snacking and *5 a Day* promotion educational materials and distribute 300 culturally appropriate "Eagle Vision" educational booklet to for teens by September 2005 and provide a Trainers guide to at least 5 youth group program leaders in American Indian Communities. CRIHB is providing an education session on walking for health to 100 American Indians. One of the subcontractors in Sonoma County is serving American Indians in Sonoma County and improving their nutrition knowledge of the benefits of increasing fruit and vegetable consumption plus daily exercise to decrease the risk of chronic disease. By September 30, 2006, SCIHP will hold a series of nutrition and cooking classes for American Indian adults to promote the prevention of chronic disease by increasing consumption of fruits and vegetables. By August 2006, SCIHP will provide nutrition education for physical fitness and physical activity promotion for the 100 mile club (6 cycles of 5 months each.) In 2004 SCIHP is sponsoring a Traditional Foods Health Fair at the clinic to increase the knowledge and use of traditional foods for health.

## COMMUNITY SERVICES PLANNING COUNCIL - SACRAMENTO HUNGER COMMISSION

### *Food Security Special Project*

**Peggy Roark**

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**Grant Amount: \$94,913**

**First Funded: FFY 2000**

**Legislators**

U.S. Sen. Dianne Feinstein  
U.S. Sen. Barbara Boxer  
U.S. Rep. Robert T. Matsui  
CA Sen. Deborah V. Ortiz  
CA Assemblymember Darrell S. Steinberg

### Target Audience

- Ages: Grades 5-12; Young Adults; Adults; Seniors
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian; Farsi
- Language: Spanish, English, Farsi

### Settings

Community Centers; CBO; Transitional housing

### Partners

Parks and Recreation; University of California Cooperative Extensions; Local Departments of Social Services; Community-Based Organizations; WIC

### Description

The overall goal of this fourth-year food security project is to empower community residents by increasing their level of awareness and knowledge of healthy eating and opportunities to enhance their access to nutritious food.

Through the use of trained and well supervised federally funded VISTA volunteers, the involvement of the area WIC office, and use of the new Stone Soup community garden, the project has targeted approximately 3,500 primarily Latino, African American, Russian and Southeast Asian low-income residents in neighborhoods in North Sacramento/Del Paso Heights to address this goal supported by a total of six action-oriented objectives. The project is publishing a quarterly community food newsletter and distributing it through at least ten CBOs and churches and fifteen local businesses and apartment complexes. One of the goals of the newsletter is to encourage at least 25% of the content to come from the community including letters to the editor, recipes, ideas, and stories about food-related issues and activities.

The project is also utilizing the popular "Hunger 101" exercise with low-income middle and high school aged youth groups as a tool for raising the awareness of programs such as WIC, Food Stamps, and Summer Food Programs, and the down-side of eating fast foods. The project's MoneySense workshops will also continue to be provided, including modules on how to stretch the food dollar.

The CSPC/Hunger Commission also facilitated the introduction of an edible landscape project at one of the Mercy Housing sites in Sacramento.

**ELK GROVE UNIFIED SCHOOL DISTRICT, FOOD AND NUTRITION SERVICES***LIA - School/District***Anne Gaffney, RD**

Project Coordinator

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**Local Share: \$64,572****State Share: \$32,286****First Funded: FFY 2002****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Robert T. Matsui

CA Sen. Deborah V. Ortiz

CA Assemblymember Alan  
Nakanishi**Secondary Contact:****Sharon Young**

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**Target Audience**

- Ages: PreKindergarten; Kindergarten; Grades 1-6, 9-12; Young Adults; Adults
- Ethnicities: Asian (22%); African American (30%); Latino (25%); Native American (1%); Pacific Islander (4%); Caucasian (14%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

**Settings**

Schools

**Partners**

10 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; Produce Vendor; Farmers' Market

**Description**

Elk Grove Unified School District has made nutrition education a priority for the past ten years through its participation in the Shaping Health As Partners in Education (SHAPE) program and its partnership in the *California Children's 5 a Day—Power Play! Campaign*. With the assistance of the match funds this year we are reaching 10,800 elementary and 4,000 high school students at 13 low-resource schools with nutrition education enrichment lessons and activities, which focus on promoting lifelong healthy eating habits and physical activity.

This agency is aimed at improving the health and academic success of students through monthly nutrition and physical activity lessons and marketing provided to students through the classroom, cafeteria and school-wide events. Jazzercise nutrition and physical activity assemblies and the Nutrition Connections are two school-wide events planned to reach students in a fun and entertaining format. Marketing of healthy foods at one high school, through a partnership with students, is being piloted to test the effects marketing has on participation in the National School Lunch Program.

**FIRST 5 AMADOR***LIA - First 5 Children and Families Commission*

<b>Nina Machado</b> Executive Directive 125 Shoeber Ave Jackson, CA 95642  Phone: (209) 257-1092 Fax: (209) 223-5931  amadorprop10@softcom.net	<b>Local Share:</b> <b>\$68,964</b> <b>State Share:</b> <b>\$41,710</b> <b>First Funded:</b> <b>FFY 2003</b>	<b>Legislators</b> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Doug Ose CA Sen. Thomas Oller CA Assemblymember Alan Nakanishi
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Target Audience

- Ages: PreKindergarten; Young Adults; Adults; Seniors
- Ethnicities: Latino (6.6%); Native American (3.3%); Caucasian (90.1%)
- Language: Spanish, English

Settings

Community Centers; Schools; Grocery Stores; Parks

Partners

19 partners from: Schools; Local Health Departments; Parks and Recreation; University of California Cooperative Extensions; Local Departments of Social Services; Connecting HANDs Collaborative (which has

Description

First 5 Amador promotes the importance of nutrition and physical activity by utilizing the Family Resource Centers, pre-schools, daycare providers, and social service programs.

Transportation is a tremendous barrier to services. As a result, the agency provided start-up funding for the Family Resource Centers in two unincorporated areas. At the same time, nutrition demo sites are set up at the Family Resource center and one mobile set-up to provide a comfortable non-threatening setting for our target audience.

Healthy meal menu cards, school readiness lunch bags with promotion messages and coupons for fruit and vegetable giveaways (by local growers) are provided at the Family Resource Centers, WIC, State Preschool, and daycare providers in high-need areas.

In partnerships with the local UC Extension, family and consumer sciences outreach workers; reinforcement items to support grocery store tours are funded to encourage consistent nutrition practices at home.

Other State Share projects include gardening curricula that teach concepts which link gardening with nutrition, literacy materials that include nutrition education for multiple lending libraries, and community needs assessment around food security.

**GREATER ST. STEPHEN BAPTIST CHURCH HEALTH MINISTRY (EATING FOR LIFE)***Faith Community Outreach Special Project***Patricia Dawkins**

Project Coordinator

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**First Funded: FFY 2002****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Robert T. Matsui

CA Sen. Deborah V. Ortiz

CA Assemblymember Darrell S. Steinberg

**Target Audience**

- Ages: All Ages
- Ethnicities: African American (100%)
- Language: English

**Settings**

Community Centers; Schools; Grocery Stores; Farmers' Markets; Faith Organizations

**Partners**

4 partners from: Local Health Departments; Parks and Recreation; California Project LEAN; Local Departments of Social Services; National Organizations

**Description**

Greater St. Stephen's Baptist Church's (GSSBC) Health Ministry "Eating for Life" targets African American adults and families to increase consumption of fruits and vegetables and daily physical activity. GSSBC completed a community assessment, implements the American Cancer Society's Body Soul program, works with local grocers to increase availability of quality fruits and vegetables in the community, implements physical activity promotion events, and conducts nutrition education classes for youth adults and seniors. "Eating For Life" organizes workshops, seminars and media presentation to disseminate information on eating *5 a Day* and being active for better health. The "Reaching Your Destiny" monthly newsletter will include articles, activity tips and recipes to aid members to create healthy meal plans. Collaborations are formed with:

- Sacramento City Unified Schools District, UCD Medical Center to establish a coaching program that will partner people that are trained to coach with community and church members to assist and encourage them to exercise and eat their daily requirements of fruits and vegetables to maintain healthy lifestyles,
- UCD Center for Advanced Studies in Nutrition, Dept of Epidemiology surveying local area grocery stores to find out the availability of affordable fruits and vegetables in low income areas, and
- Foodlink to establish a food link food ops site at Elk Grove Unified School district for a summer youth food lunch program.

The Eating for Life program also works to increase to the community through partnership and promotion of services by nutrition assistance programs such as churches, community based organizations, WIC, and health centers.

## HEALTH EDUCATION COUNCIL

*5 a Day-Power Play! Campaign Regional Lead Agency*

### **Ramona Mosley**

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600  
Sacramento, CA 95691

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rmosley@healtheducouncil.org

**First Funded: FFY 1998**

### **Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Mike Thompson

CA Sen. Michael J. Machado

CA Assemblymember Lois Wolk

### **Target Audience**

- Ages: Grades 4, 5
- Language: Spanish, English

### **Settings**

Schools; Grocery Stores; Farmers' Markets; Restaurants; Faith Organizations; Community Youth Organizations; Media

### **Partners**

126 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Community Youth Organizations/Afterschool Programs

### **Description**

The Health Education Council acts as the Gold Country Region lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional *5 a Day—Power Play!* Steering Committee. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 82,000 impressions with the region's 41,185 low-income 9- to 11-year-old children. The Gold Country Region includes Sutter, Yolo, Sacramento, San Joaquin, Stanislaus, Mon, Inyo, Alpine, El Dorado, Placer, Amador, Calaveras, Tuolumne, and Solano.

## MONO COUNTY OFFICE OF EDUCATION

*LIA - County Office of Education*

<b>Ilene Mandelbaum</b> PO Box 89 Lee Vining, CA 93541 Phone: (760) 647-6644 Fax: (760) 647-6695 monogreens@aol.com	<b>Local Share:</b> <b>\$51,252</b> <b>State Share:</b> <b>\$25,626</b> <b>First Funded:</b> <b>FFY 2000</b>	<b>Legislators</b> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Howard McKeon CA Sen. Thomas Oller CA Assemblymember Dave Cogdill
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### Target Audience

- Ages: Kindergarten; Grades 1-12
- Ethnicities: Latino (50%); Native American (10%); Caucasian (40%)
- Language: Spanish, English

### Settings

Schools; School Garden

### Partners

Schools; School Food Service; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Indian Community Org.; Hispanic Community Org.

### Description

It is an important goal of the Mono County Office of Education to promote healthy eating choices and increase nutrition knowledge and awareness in low income families in Mono County. Our model project will expand a school garden and a garden-based nutrition education programs at Lee Vining Elementary, Middle and High Schools to reinforce the importance of eating 5 fruits and vegetables a day for the 150 students participating in the project. The Nutrition Education and Garden Project Coordinator (N.E.G.P.C.) and the Academic Recreation Coordinator (A.R.C.) will collaborate with school faculty, cafeteria staff, parents and community members to expand the school garden and provide nutrition lessons in the garden, composting site and school kitchen. Students will plant, raise and harvest garden produce to prepare nutritious food for the school lunch program and for special school events. The N.E.G.P.C. will outreach to the diverse cultural groups in the community, such as the Lee Vining Schools Bilingual Advisory Committee and the Kutzadika Indian Community Cultural Preservation Association to collaborate in culturally-appropriate nutrition education activities. The N.E.G.P.C. will work with the Mono County Nutrition Task Force to identify and address county-wide nutrition priorities and initiate nutrition programs modeled on the Lee Vining project.



## SACRAMENTO CITY UNIFIED SCHOOL DISTRICT

### *LIA - School/District*

**Nancy Alexander, M.S., R.D.**

Nutrition Services

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**Local Share: \$553,567**

**State Share: \$276,784**

**First Funded: FFY 2000**

#### Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Robert T. Matsui

CA Sen. Deborah V. Ortiz

CA Assemblymember Darrell S. Steinberg

#### Target Audience

- Ages: All Ages
- Ethnicities: Asian (21.6%); African American (22.1%); Latino (27.6%); Native American (1.5%); Pacific Islander (2.1%); Caucasian (22.6%); Filipino, other, multiple ethnicity (2.4%)
- Language: Spanish, Hmong, Cantonese, Russian, Mien

#### Settings

Schools

#### Partners

10 partners from: Schools; School Food Service; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions

#### Description

- Develop Nutrition Advisory Committee to conduct evaluation/social marketing research and activities
- Provide nutrition education via cafeteria bulletin boards
- Provide nutrition education to district English as a Second Language classes
- Promote resource library/materials to the teachers & site administrators
- Provide monthly nutrition education in district newspaper "The Connection"
- Provide a variety of nutrition education activities at school sites—Nutrition Olympics, Alphabet Salad Bar, etc.

## SACRAMENTO COUNTY DEPARTMENT OF HEALTH & HUMAN SERVICES - CLINIC SERVICES

### *LIA - Local Health Department*

<b>Kathy Abbott</b> Project Director 7171 Bowling Drive, Suite 700 Sacramento, CA 95823 Phone: (916) 875-0888 Fax: (916) 875-0155 abbottk@saccounty.net	<b>Local Share: \$932,873</b> <b>State Share: \$466,437</b> <b>First Funded: FFY 1999</b>	<b>Legislators</b> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Robert T. Matsui CA Sen. Deborah V. Ortiz CA Assemblymember Darrell S. Steinberg
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### Target Audience

- Ages: All Ages
- Ethnicities: Asian (15%); African American (15%); Latino (15%); Native American (15%); Pacific Islander (15%); Caucasian (15%); Russian (10%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Mandarin, English, Slavic

### Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Faith Organizations

### Partners

15 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Local Departments of Social Services

### Description

This agency participates in community activities and provide nutrition education and physical activity promotion resources to local programs and be a resource to other programs. The agency is also continuing our collaboration with the Gold Country 14 County Collaborative Environmental Scan Participatory Research Project, which addresses the availability and access to healthy foods within our respective County's census tract.

The agency provides in-house nutrition education workshops promoting the consumption of eating at least 5 servings of fruits and vegetables and promoting physical activity with our "hands on approach" 3-4 times per week and with an average attendance of 15 participants. These workshops are culturally appropriate and offered in various languages and will include information on preparing quick, nutritious, low fat, tasty and culturally attractive food, emphasizing fruits and vegetables. Our workshops address label reading, shopping, healthy weight, food safety, food security, and other topics.

Additionally, this project participates in community events and health fairs that target our low-income population by promoting the consumption of fruits and vegetables, using tools such as taste tests and nutrition education reinforcement items. We use this as an opportunity to promote and market our classes and workshop series.

Other activities include our farmers market and supermarket tour, which will be provided once a month and provide our target audience an opportunity to learn hands on how to use farmers' markets and shop for healthy, in-season foods at their local supermarket.

## SACRAMENTO COUNTY DEPARTMENT OF HEALTH & HUMAN SERVICES - WIC

### LIA - Local Health Department

<b>Patricia To, MS, RD</b> Health Program Coordinator 2701 Stockton Blvd. Sacramento, CA 95817  Phone: (916) 454-4615 Fax: (916) 454-4846  topa@sacounty.net	<b>Local Share: \$362,047</b> <b>State Share: \$181,024</b> <b>First Funded: FFY 2000</b>	<b>Legislators</b> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Robert T. Matsui CA Sen. Deborah V. Ortiz CA Assemblymember Darrell S. Steinberg
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### Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-6, 9-12; Young Adults; Adults
- Ethnicities: Asian (18%); African American (22%); Latino (38%); Native American (1%); Caucasian (21%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Armenian, Mandarin, English, Bosnian, Lao, Russian, Romanian, Mien

### Settings

Community Centers; Schools; Faith Organizations; Public Health Nursing; WIC clinics; Birth and Beyond,

### Partners

9 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Healthcare; Community Center; Hunger Commision; HeadStart

### Description

The *Nutrition Network*-funded activities at Sacramento County WIC this year continues to provide interactive classes to WIC participants—"Cooking Beans" with a cooking demo and "Reading Labels on Beverages"; curriculums with a "Finding the Teacher Within" concept; and bulletin board displays reflecting the *Network* message. Our collaborative efforts through facilitating the Families CAN (Committed to Activity and Nutrition) Coalition is continuing to provide the community of Del Paso Heights/North Sacramento with the tools to include five to nine servings of fruits and vegetables a day and increase physical activity to 60 minutes a day. This is accomplished by participating at local community health fairs, schools, gardens, child care facilities, faith based organizations and other opportunities as needed. By providing tool kits for Community Service Providers and incentive items to families, the goal is to impart to all of our participants a strong information base and tool to help them incorporate what they have learned into their lives. *Network* funding also provides for the services of a lactation consultant, who provides support and information on breastfeeding and nutrition to pregnant and postpartum mothers on the WIC program and to support staff in the County.

## SAN JOAQUIN COUNTY, PUBLIC HEALTH SERVICES (SJPHS)

*LIA - Local Health Department*

<b>Tina Orallo</b> Health Education Assistant PO Box 2009 Stockton, CA 95201-2009  Phone: (209) 468-8044 Fax: (209) 468-8032  Torallo@phs.hs.co.san-joaquin.ca.us	<b>Local Share:</b> \$50,000 <b>State Share:</b> \$25,000 <b>First Funded:</b> FFY 1998	<b>Legislators</b> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Dennis Cardoza CA Sen. Michael J. Machado CA Assemblymember Barbara Matthews
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### Target Audience

- Ages: Grades 4-6; Young Adults; Adults
- Ethnicities: Asian (10%); African American (20%); Latino (35%); Pacific Islander (5%); Caucasian (30%)
- Language: Spanish, English

### Settings

Community Centers; Schools; Partnership for Public's Health

### Partners

Schools; Parks and Recreation; University of California Cooperative Extensions

### Description

The *California Nutrition Network* project links with the Partnership for the Public's Health grantees in the fiscal year. The Partnership grant brings together the San Joaquin County Public Health Services and the Healthy Children's Collaborative in a partnership committed to building community and public health staff's capacity for improving the overall health of residents at the neighborhood level. The *Network* project coordinator is viewed as a key resource in the areas of nutrition and physical activity.

The *Network* project coordinator:

- sits on Health Improvement Committee to provide education materials, information, and referrals, and nutrition/physical activity training to the members.
- consults in the development of a series of interventions aimed at increasing/sustaining physical activity in the south Stockton neighborhoods.
- reaches a minimum of 200 south Stockton residents, who receive or are eligible for food stamps, at the Partnership health walks and community health forums.
- offers technical assistance to recommend healthy refreshments for the initial walks and monthly community meetings.
- researches current literature on community based physical activity projects.
- conducts telephone interviews with key community leaders to gather information on best practices of physical activity to share with Partnership members.
- supports and promotes the "Walk to School" activity at an elementary school in south Stockton.
- supports and promotes "Active for Life" activity through the American Cancer Society.

**SAN JUAN UNIFIED SCHOOL DISTRICT - HEALTH EDUCATION COUNCIL***California Nutrition Network Regional Lead Agency*

**Melissa Guajardo, MPH**  
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**Local Share: \$67,930**  
**State Share: \$33,965**  
**Grant Amount: \$166,520**  
**First Funded: FFY 2000**

**Legislators**

U.S. Sen. Dianne Feinstein  
 U.S. Sen. Barbara Boxer  
 U.S. Rep. Mike Thompson  
 CA Sen. Michael J. Machado  
 CA Assemblymember Lois Wolk

**Target Audience**

- Ages: Grades 4, 5, 9-12
- Ethnicities: Asian (25%); African American (30%); Latino (20%); Caucasian (20%)
- Language: English

**Settings**

Community Centers; Schools

**Partners**

Schools; Local Health Departments; Parks and Recreation; California Project LEAN

**Description**

The Health Education Council (HEC) is working in partnership with the Encina High School Health Academy to deliver nutrition education lessons to Sophomores. Topics covered include basic nutrition, benefits of physical activity, food security and hunger and advocacy. Lessons occur once a week for one semester. Students complete a pre and post test and participate in activities to share their new knowledge with 4th and 5th grade students through volunteering at the Nutrition Olympics hosted on the Encina High School campus.

HEC conducts post-tests with Encina High School Health Academy students who have been exposed to nutrition education classes. Post-test tests for retention of information and behavior and attitude change over 3 years.

HEC is also working in partnership with Sierra Nuevo High School for teen parents to develop nutrition education classes for teen parents. One to two lessons are being implemented and will include materials developed for the Council's Energize Nature's Way campaign.

HEC is also working in partnership with Sacramento County WIC to develop a series kids cooking classes which are being implemented at local community centers. Children are learning kitchen safety, knife skills, basic cooking skills such as baking, sautéing, browning, blending, kneading, etc. During the course of the classes, children taste new fruits and vegetables. Children prepare a healthy meal for their parents during the final week of the class.

## SOLANO COUNTY HEALTH AND SOCIAL SERVICES DEPARTMENT

### *LIA - Local Health Department*

**Denise Kirnig, M.S., R.D.**  
 Nutrition Services Manager  
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**Local Share: \$399,400**  
**State Share: \$199,700**  
**First Funded: FFY 1998**

**Legislators**  
 U.S. Sen. Dianne Feinstein  
 U.S. Sen. Barbara Boxer  
 U.S. Rep. Ellen O. Tauscher  
 CA Sen. Michael J. Machado  
 CA Assemblymember Lois Wolk

### Target Audience

- Ages: PreKindergarten; Young Adults; Adults
- Ethnicities: Asian (10%); African American (30%); Latino (30%); Caucasian (30%)
- Language: Spanish, Vietnamese, Tagalog, English

### Settings

Community Centers; Clinics

### Partners

10 partners from: Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services; Hunger Coalition, Children and Wt. Coalition, Food Bank; Head Start; Solano Family and Children Services; Melvin Thompson Center; WIC

### Description

Solano County's Get Fit and Get Five A Day project includes five components. One component address food insecurity and some of the activities include distributing Food Stamp flyers to programs that serve low-income clients, a food resource guide will be developed and distributed throughout the county, and active participation on the Hunger Coalition to address food insecurity. Another component is offering a series of learner centered classes on fruits and vegetable consumption and physical activity classes to WIC, Food Stamp and SolanoWORKs clients. A Health Habit survey is given prior to the classes, post and at 3 months to find out if any changes in knowledge, skills or behaviors were made as a result of attending these classes. Newsletter, bulletin boards and other media materials are being developed to distribute to low-income clients and to professional staff that serve low-income clients. The Children and Weight Coalition of Solano County is supported and projects are planned to be completed as designed by this community-based coalition. Finally, a SPARK workshop is being provided for WIC and Head Start staff to help these programs offer interactive physical activity and nutrition in their programs.

**STANISLAUS COUNTY HEALTH SERVICES AGENCY***LIA - Local Health Department***Heather Gruenig Duvall**

Health Education Training

Coordinator

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**Local Share: \$423,768****State Share: \$211,884****First Funded: FFY 1999****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Dennis Cardoza

CA Sen. Jeffery Denham

CA Assemblymember Dave Cogdill

**Target Audience**

- Ages: Young Adults; Adults; Seniors
- Ethnicities: African American (10%); Latino (75%); Caucasian (15%)
- Language: Spanish, English

**Settings**

Community Centers; Schools; Grocery Stores

**Partners**

5 partners from: Schools; University of California Cooperative Extensions; National Organizations; WIC

**Description**

For Contract Year 8 (October 01, 2003-September 30, 2004) HSA's Scope of Work will not only include activities from the previous Scope of Work but new activities as well. It will entail the continuing project of providing nutrition education and physical activity promotion classes to adult, food stamp eligible, residents of Stanislaus County.

The program will conduct focus groups for formative research. From this formative research it is hoped that the needs, wants, and gaps in services and programs that offer nutrition education, physical activity promotion, and food stamp information can be determined. After the formative research is gathered and needs are determined planning for a community forum will begin. The community forum will address the information needs and training needs of the target group (as determined from focus group results).

The program will also continue to develop and implement a social marketing campaign. Social marketing campaign message was developed during the previous contract year (year 7). The program will work on collaborating with the Hispanic media market to distribute the message via PSA's, radio spots, ad placement, billboards, bus placards, grocery store promotions, etc. as deemed appropriate. In conjunction with the social marketing campaign a series of classes will be designed and implemented with the social marketing campaign's target group.

The program will continue to facilitate the Nutrition & Fitness Council meetings, which are held quarterly and serve as a training/information opportunity for participants.

The program will work on creating a website in conjunction with HSA's main web page.

**UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, PLACER COUNTY***Food Security Special Project***Sharon Junge**

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**Grant Amount: \$40,000**

**First Funded: FFY 2000**

**Legislators**

U.S. Sen. Dianne Feinstein  
U.S. Sen. Barbara Boxer  
U.S. Rep. John T. Doolittle  
CA Sen. Thomas Oller  
CA Assemblymember Tim Leslie

**Target Audience**

- Ages: All Ages
- Ethnicities: Asian (3.9%); African American (1.1%); Latino (9.79%); Native American (1.9%); Caucasian (83.4%)
- Language: Spanish, English

**Settings**

Schools; Farmers' Markets; Community Groups

**Partners**

25 partners from: Schools; School Food Service; Local Health Departments; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Community-Based Organizations; Faith Community

**Description**

This fourth-year food security project has five major goals including:

- Maintaining the Placer County Food Policy Council
- Promoting and gaining community support for food security issues in Placer County
- Increasing community awareness of Placer County food security resources and programs
- Increasing low-income school children's knowledge and awareness of the importance of healthy nutrition
- Improving food access through greater self-sufficiency

Key objectives and activities include maintaining the participation of at least fifteen individuals and ten agencies on the Food Policy Council; developing and implementing strategies to publicize the Placer County Food Security Plan; promoting and publicizing existing food access and nutritional resources and programs that serve low-income consumers through a community resources directory; development of an interactive food security display for presentation at free public events.

In addition, the project is engaged in increasing the nutrition knowledge of at least 50% of the students at a targeted low-resource school in the county; and, the training of at least forty low-income preschool parents on how to grow fruits and vegetables and how to prepare meals through a series of workshops and presentations using available community garden space and the resources of the Master Gardeners Program.



## UNIVERSITY OF CALIFORNIA, DAVIS - DEPARTMENT OF EPIDEMIOLOGY AND PREVENTIVE MEDICINE

*LIA - College/University*

<b>Diana Cassady, Dr.PH</b> 1 Shields Avenue, TB 168 Davis, CA 95616 Phone: (530) 754-5550 Fax: (530) 752-3932 dlcassady@ucdavis.edu	<b>Local Share: \$196,133</b> <b>State Share: \$97,906</b> <b>First Funded: FFY 2000</b>	<b><u>Legislators</u></b> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Doug Ose CA Sen. Michael J. Machado CA Assemblymember Lois Wolk
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### Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian
- Language: Spanish, English, Russian

### Settings

Grocery Stores

### Partners

5 partners from: California Project LEAN; Colleges/Universities; Local Departments of Social Services; California 5 a day retail; Supermarkets

### Description

The objective of this project is to increase awareness of fruit and vegetable consumption among low-income consumers and to create awareness to increase enrollment in food stamp program among working families eligible for food stamps. The food stamp and nutrition education outreach are carried out in retail stores in Sacramento and Yolo counties serving the low income population.

The activities include recruiting retail stores in low income neighborhoods in Sacramento and Yolo counties and scheduling and publicizing the presence of a food stamp outreach worker in the store. Our agency is also identifying a Sacramento County Department of Social Services (DSS) office willing to participate in an outreach campaign to promote enrollment in the food stamp program. Advertisements are being developed and placed in Laundromats & other areas immediately surrounding the stores showing the schedule of food stamp outreach workers. Nutrition education and food stamp outreach materials are being developed that were having the same look and feel as *5 a Day* retail campaign to reposition food stamps as nutrition program. The project also tracks the fruit and vegetable consumption and food stamp applications by conducting two 15 minute telephone surveys. Data collected from the telephone surveys and DSS are coded and analyzed using SAS.

This project also supports community efforts in nutrition education and physical activity promotion by collaborating with California project LEAN and *California 5 a Day*. The results of this study will be disseminated to key target audience/stakeholders such as USDA, CNN, California Grocers Association and the Food Marketing Institute.

## YOLO COUNTY HEALTH DEPARTMENT

### LIA - Local Health Department

<b>Lisa Webster</b> Project Coordinator 825 East Street, Suite 123 Woodland, CA 95776  Phone: (530) 666-8447 Fax: (530) 666-6273  lisa.webster@yolocounty.org	<b>Local Share: \$232,903</b>  <b>State Share: \$116,449</b>  <b>First Funded: FFY 2001</b>	<b>Legislators</b> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Mike Thompson CA Sen. Michael J. Machado CA Assemblymember Lois Wolk
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### Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-4, 9-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (%); African American (2.1%); Latino (19.9%); Native American (0.9%); Pacific Islander; Caucasian (68.6%); not defined (0.2%)
- Language: Spanish, English, Russian

### Settings

Community Centers; Clinics; Schools; Farmers' Markets; Faith Organizations

### Partners

3 partners from: Schools; Local Health Departments; California Project LEAN; Colleges/Universities

### Description

The activities of the Yolo County Health Department *Nutrition Network* Grant Project encompass two main areas in the contract year 03-04. These activities include the following:

1. The Yolo County Nutrition Advisory Council (YFIT) meets on the first Tuesday of each month and will implement 1-3 workshops or events to positively impact the daily lifestyle of low income Yolo County residents regarding nutrition education/physical activity promotion/access to federal nutrition assistance programs. The first event was held on October 31 at the County Fair Mall in Woodland, CA. This is the annual trick or treat event sponsored by the merchants in the mall. The YFIT Task Force provided nutrition education information about healthy trick or treat options to parents and collaborated with the local junior high school dance group to promote physical activity via a dance demonstration by the youth in the group. Approximately 1000 children and parents were contacted at this event. The mall has asked that we attend again next year.
2. The *Nutrition Network* staff is establishing youth advisory coalitions at program eligible middle and high schools in Yolo County. The purpose of these coalitions are to promote *5 a Day* program concepts, to promote physical activity awareness, and to work with the school districts to improve the foods offered at breakfast and lunch times in school cafeterias/student stores/vending machines. The youth serve as ambassadors to their peers and to the school community to socially market these concepts and to effect the change in the foods offered.

**YOLO COUNTY HEALTH DEPARTMENT***CHDP Nutrition Project***Jan Babb**

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**Grant Amount: \$100,000**

**Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Mike Thompson

CA Sen. Michael J. Machado

CA Assemblymember Lois Wolk

**Target Audience**

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Latino (60%); Caucasian (40%)
- Language: Spanish, English

**Settings**

Community Centers; Clinics

**Partners**

10 partners from: Schools; Parks and Recreation; Colleges/Universities; Community-Based Organizations; Healthcare; CHDP Providers; Food Bank; FRC's

**Description**

This project directs its activities in two areas: short term direct interventions with the public, and activities that will have a long- term impact for the community. Short term activities include a series of 6-8 week classes that promote lifestyle changes that include increasing physical activity, and good nutrition. These classes are directed toward low income individuals and their families, including food stamp recipients, and CHDP clients. Referral to this activity could come from the CHDP provider, CHDP local program, school nurse, eligibility worker or others.

Long term goals include building the Y-Fit Task Force, a voluntary collaborative of representatives from school districts, health care, and community based organizations such as the Food Bank, and Family Resource Centers.

In addition, CHDP staff will train medical providers to promote good nutrition and physical activity with children and their families before they become at risk of developing chronic diseases. The nutrition project staff will develop brief interventions that can encourage families in healthy lifestyle choices.